

PRODUCING BEST AUTO POSSIBLE IS AIM OF CADILLAC

Constant Improvements Mark Its History.

BY NICHOLAS DREYSTADT.
 (General Manager, Cadillac-LaSalle.)
 The names of more than 1,500 automobiles have appeared on the industrial scene since the first car was placed on the market. Fewer than 30 now are on display at the Chicago automobile show.



Nicholas Dreystadt.

Many explanations could be given as to why these 30 of the 1,500 makes remain. Undoubtedly the principal one is that their producers have recognized that they could not stand still—

that progress is a continuing process. At Cadillac we believe that our position in our field springs from this source. We have never been satisfied. The policy voiced by the founders of the company in 1902—of building "not just another automobile but the best car possible"—has been enforced strictly. Its value can be traced through the four great epochs of the industry.

Engineering Was First Worry.
 Engineering advance concerned the first automotive epoch. The chief worry was inconsistent performance. Manufacturers directed their efforts toward a solution of the problem.

Cadillac contributed the first self-starter and the first four-cylinder motor during this period. The company also led in production developments. For a parts interchangeability test, which proved automobile manufacturing to precise limits, Cadillac was awarded the famed Dewar trophy of England.

Operating and comfort refinements were prime considerations of the second automotive epoch. Cadillac again had an important rôle. Thermostatic carburetor control, the compensated crankshaft, and the first improvement in lighting were Cadillac high spots.

Expansion Marks Third Period.
 In the third epoch, the period of rapid expansion, when production doubled and tripled until it soared close to 6,000,000 cars in a single year, Cadillac retained its fundamental creed. The superiority of the product again was emphasized by the introduction, among other advancements of crankcase ventilation and the synchro-mesh transmission. Prices remained "virtually unchanged." There is no evidence either in sales or price structure of an attempt to capitalize unfairly on prestige.

The fourth epoch has been marked by increasing stability. More attention has been paid to improving manufacturing processes, with the idea of inculcating new values in products. Sounder marketing methods have been employed. Efforts have been exerted toward building solid retail organizations.

Medium Price Car Introduced.
 Thru better manufacturing Cadillac was able to introduce a precision built V-8 car to the medium price field. It has produced more rugged, better looking, and safer automobiles without passing added cost on to the public. The 1940 models are an excellent example of this accomplishment.

At the same time the company has established a sound retail organization. Many of its distributors are financially among the strongest in the industry.

Superhydraulic Brakes

Checked at High Pressure
 Oldsmobile states that after the superhydraulic brakes have been installed on the chassis, they are checked for leakage at 500 pounds pressure, a force far greater than is ever applied in actual usage. The metal tubes and flexible tubes have a safety factor of 50 to 1.

Silicon-Manganese Steel

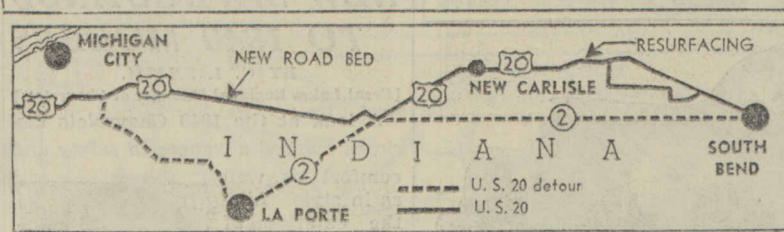
Used in New Auto Springs
 The four coil springs used in the 1940 Oldsmobile are made of high grade silicon-manganese steel. The bars from which they are made are seven and a half feet long before being coiled. The springs never need lubrication or adjustment and are unaffected by weather conditions.

Look at Motoring's Latest and Greatest

1940 CADILLACS AND LASALLES AT THE AUTO SHOW

Also On Display At Your Cadillac-LaSalle Dealer's

Detours for U. S. 20 Construction



Map shows detours now in effect for U. S. 20 traffic between Michigan City and South Bend to avoid sections where a new road bed is being laid and resurfacing is under way.

Contracts Awarded for 5 Bridges West of Macon

(Chicago Tribune Press Service.)
 Macon, Ill., Nov. 4.—Contracts have been awarded for the construction of two slab bridges and three I-beam bridges on Illinois routes 9 and 9B west of here at a cost of \$35,922.

Battery O.K.? You Can Tell at a Glance in New Fords

A battery indicator which registers the operating efficiency of the battery and the electrical system at all times is standard equipment this year on all Ford V-8's as well as de luxe Ford V-8 cars.

WISCONSIN PAVES WAY TO JOY FOR RESORT VISITORS

Cardinal Roads Across State Improved.

BY FRED GRAFF
 (Chicago Tribune Press Service.)

Madison, Wis., Nov. 4.—Wisconsin's 1939 highway construction program, which was somewhat below the average for recent years, involved principally the filling in of gaps along the major ribbons of traffic running east and west across the state and the improvement of roads leading to the northern resort regions.
 The year also marked completion of the \$1,250,000 La Crosse bridge over the Mississippi river, the largest bridge project ever undertaken by the state highway commission. The bridge was dedicated Sept. 23,

Most of its cost was included under 1938 allocations.

Push Paving of Trunk 13.
 By the end of 1939, State Trunk 13 from Beloit to Ashland—a distance of 468.3 miles, the longest highway in Wisconsin—will be in first class condition, paved either with concrete or bituminous surfacing.

In "Streamlining" for speed and safety the ribbons of traffic leading into the northern Wisconsin resort areas—eliminating sharp turns, widening the pavement, and filling in gaps—the state highway commission completed the following projects during the year:

U. S. 12. One of the main highways between Chicago and the Twin Cities: Took out several sharp turns north of Lake Geneva on what is known as the "Como relocation."

Speed Up U. S. 51 Route.
 U. S. 51: 7½ miles of new surfacing and elimination of sharp curves between Janesville and Edgerton.

U. S. 16. 11 miles of new concrete and straightening highway between Rio and Portage.
State Trunk 35. scenic highway

along the Mississippi river north from East Dubuque; 2½ miles of new pavement between Prairie du Chien and Lynxville.

U. S. 14: 15 miles of new concrete paving and elimination of sharp curves between Spring Green, in Sauk county, and Gotham, in Richland county. This highway also is one of the most heavily traveled between Chicago and the Twin Cities of Minneapolis and St. Paul.

Improve East-West Lanes.
 Major projects included in improving the state's east-west highways were as follows:

U. S. 8, which crosses northern Wisconsin from St. Croix Falls to Niagara: 10 miles of new concrete surfacing at Prentice, in Price county; 7½ miles of concrete west of Bruce, in Rusk county; and 5½ miles of concrete southeast of Rhinelander in Oneida county.

State Trunk 11, which crosses southern Wisconsin from East Dubuque to Racine: 8 miles of new concrete from East Dubuque to Hazel Green.
 During the year the highway com-

mission also began work on the new State Trunk 20, which eventually will become a high speed highway between Madison and Milwaukee. About 7½ miles of the new route was concreted between Lake Mills and Johnson Creek.

Folding Beds Make Nash Cars Ideal for Travelers

One feature offered by Nash is a folding bed which makes a home of a sedan. Cars equipped with beds are said by Nash officials to be ideal for hunting and fishing expeditions. The bed utilizes the rear passenger compartment and the trunk section of the automobile. There is plenty of space beneath the bed for luggage.

Fourth of U. S. Industrial Research Done for Autos

More than one-fourth of all the industrial research laboratories in the United States are maintained by the automotive industry and its suppliers.

PLYMOUTH GIVES GREATER VISION BY DAY OR NIGHT

Plymouth is placing greater emphasis this year on better vision, both for daytime driving and for traveling the highways at night. Two important aids to this objective are the use of a new safety glass that provides clearer vision and thereby reduces eye fatigue and the use of the new sealed beam headlamps that give much better road lighting.

The new Plymouths give the driver a 20 per cent better view of traffic front and back at night thru a higher, wider windshield, and a distinctive, one piece rear window with curved glass that follows the body contours of sedans.
 All windows are larger, affording better vision for passengers and emphasizing the greater roominess inside. The new windshields alone contain 95 square inches more glass than formerly. Pillar sections have been made smaller, reducing the blind spots.

Take the Luxury Ride
 IN THE BIG NEW 1940 PLYMOUTH



STEP INSIDE! 19 cu. ft. added space in this 1940 beauty! Seats are wider, floors lower. Head room, leg room have been greatly increased. Stretch out!



LOOK AT THE LUXURY of every detail—feel the depth of the cushions, the richness of the upholstery...notice the beautiful new hardware of classic design.

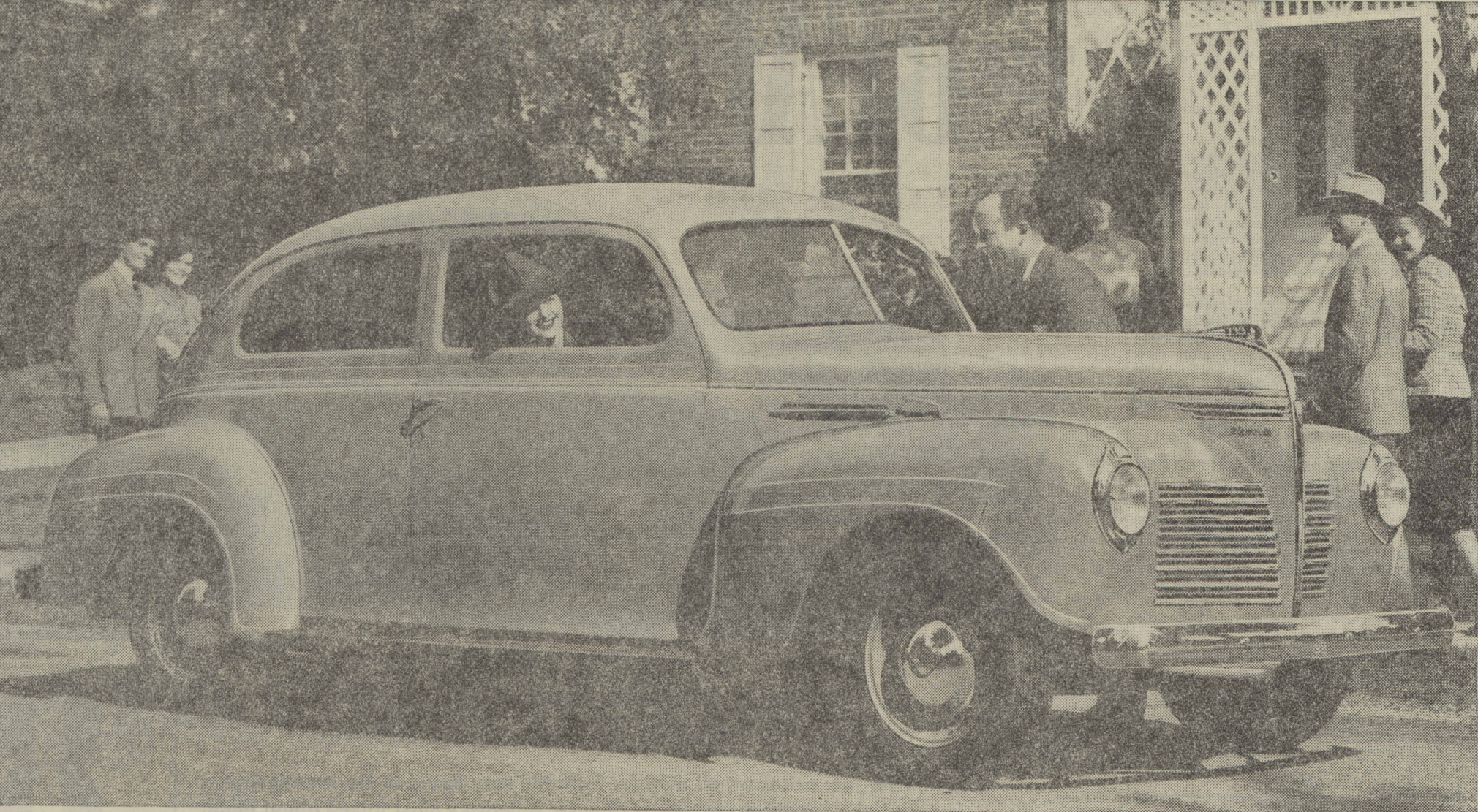


TAKE THE LUXURY RIDE—You'll discover the smoothest, gentlest, most restful ride...feel you ever experienced in a low-priced car. You can really relax!



YOU GET OUT REFRESHED! Lengthened wheelbase, new engineering, designing, and appointments all contribute to Plymouth's delightful Luxury Ride! Try it!

THE LOW-PRICED BEAUTY WITH THE LUXURY RIDE



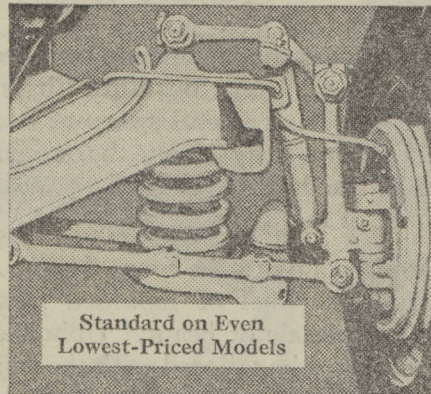
BIGGEST PLYMOUTH IN HISTORY... AND MOST LUXURIOUS!

THIS NATION of automobile owners never before has seen such sensational size, such style, luxury, and value in a low-priced car!
 The beautiful 1940 Plymouth is longer, wider—wheelbase has been lengthened to 117 inches...you ride "cradled" between the axles. Get in and drive...notice the luxurious feel of the big Floating Power engine—Superfinished in vital parts for smoother operation, longer life.
 Everything about this new car gives you a "lift." Notice the bigger safety glass windows and windshield. Feel the new smoothness of those big hydraulic brakes with Superfinished drums. New Sealed Beam headlights give greatly increased road lighting. Oil filter on all models. Running boards are optional.
 This year, make a special point of this—take Plymouth's Luxury Ride before you buy any new car.

EASY TO BUY You'll find Plymouth remarkably easy to own. Your present car will probably represent a large proportion of Plymouth's low delivered price...the balance in surprisingly low monthly instalments. See your Plymouth dealer for local delivered prices, and be sure to take a demonstration ride today—there's no obligation. You'll agree this new Plymouth is the greatest value ever offered in the low-price field. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

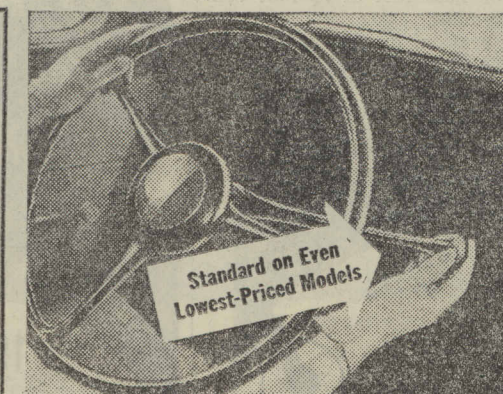


FINEST SPRINGING DESIGN KNOWN
 Independent front coil springs of special Amola Steel play a vital part in the restful smoothness of Plymouth's Luxury Ride. Standard equipment on even the lowest-priced Plymouths, this springing is the finest design in the industry...soft-acting, yet extremely strong.

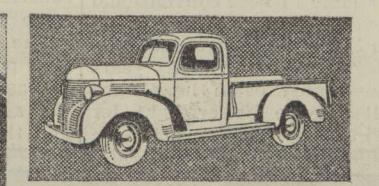


Standard on Even Lowest-Priced Models

REMOTE SHIFTING ON ALL MODELS
 Shifting is a luxury, too—steering post gear shift is now standard equipment on all models—with a new design transmission and clutch. Caution reminder signals on instruments show when gas, or oil pressure is low...water temperature too high...or when ammeter discharge is high.



Standard on Even Lowest-Priced Models



See the brilliant new 1940 Plymouth Commercial Pick-Up and Panel Delivery—they also are outstanding values in the low-price field.

1940 PLYMOUTH THE LOW-PRICED BEAUTY WITH THE Luxury Ride

SEE ALL MODELS OF THE 1940 PLYMOUTH PASSENGER CARS AND COMMERCIAL CARS ON DISPLAY NOW AT THE AUTOMOBILE SHOW IN THE INTERNATIONAL AMPHITHEATER